



UPDATE ON DRIVE ELECTRIC TENNESSEE

SEPTEMBER 17, 2018

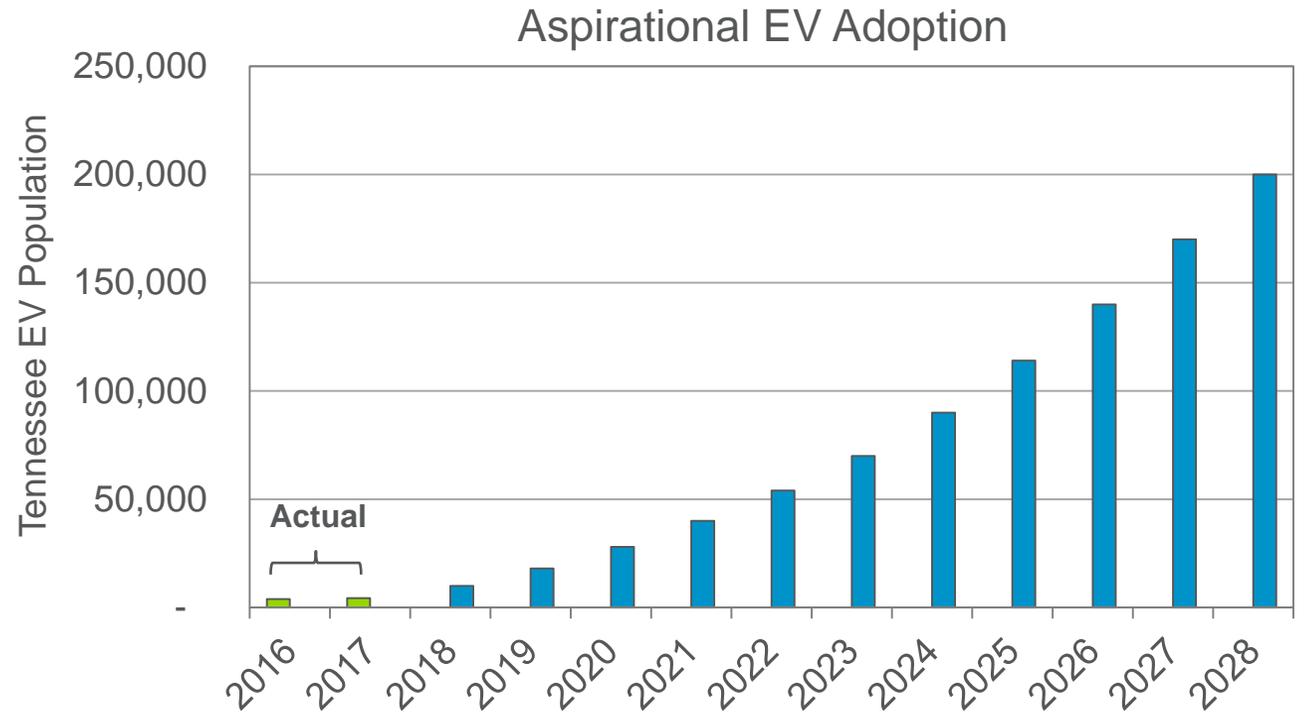
Drive Electric
 **TENNESSEE**

SHARED VISION & MISSION

Drive Electric TENNESSEE

Vision: Driving the Tennessee Valley to become an electric transportation leader in the Southeast.

Mission: Collaboratively pursue initiatives that will significantly increase electric vehicle (EV) adoption from ~5,000 EVs today to ~200,000 EVs in 2028 (8x the baseline), guided by shared principles that benefit all residents of the Tennessee Valley.



CORE TEAM & ADVISORS

The following Core Team and Advisor organizations attended workshops and developed & reviewed key deliverables over the past several months.



PHASED APPROACH

We completed Phase 1 of the Tennessee EV Consortium with the shared vision to be presented today. Next, Phase 2 will develop the roadmap for stakeholder-led projects.

Phase 1 – Shared Vision Creation

- Develop a shared perspective on the current “state-of-the-state” of the EV market in TN
- Perform market research and analyze opportunities to spur EV adoption
- Agree on stakeholders’ aspirations & roles in promoting future EV adoption across TN
- Develop the Consortium’s Shared Vision for EVs



February 2018

June 2018

Phase 2 – Roadmap Development

- Share the vision with the extended stakeholder team to solicit feedback
- With input from extended stakeholders, develop a draft roadmap including key actions from stakeholders
- Review roadmap with extended stakeholder team
- Finalize roadmap & mobilize for launch

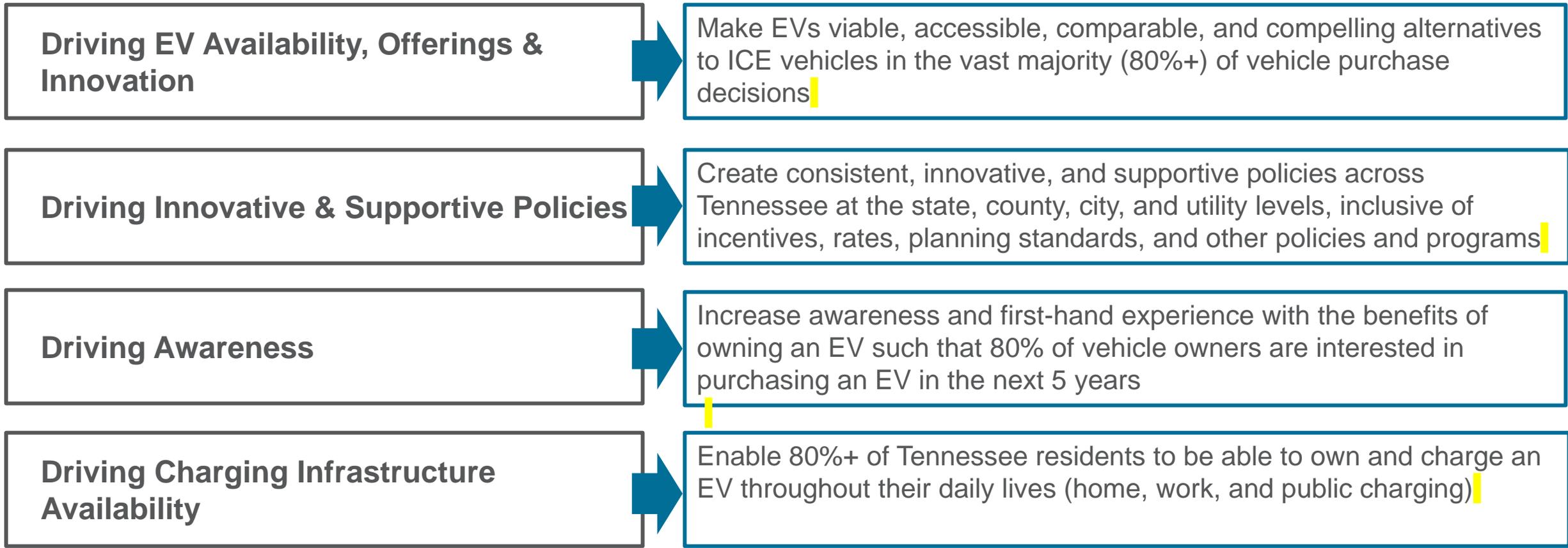


July 2018

November 2018

OPPORTUNITY AREAS AND GOALS

Opportunity Areas are major category of potential market gaps, and are aligned with **Goals**.



DRIVE ELECTRIC TENNESSEE STAKEHOLDER FORUM ON SEPT. 13

Over 50 attendees from 25 organizations . . .



. . . to develop a roadmap to drive PEV adoption . . .



. . . spent most of a day working together . . .



. . . while gaining firsthand PEV experience.

